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THE ARCHITECT

+VOLUME XI·NUMBER 2 + +FEBRUARY + 1916 +

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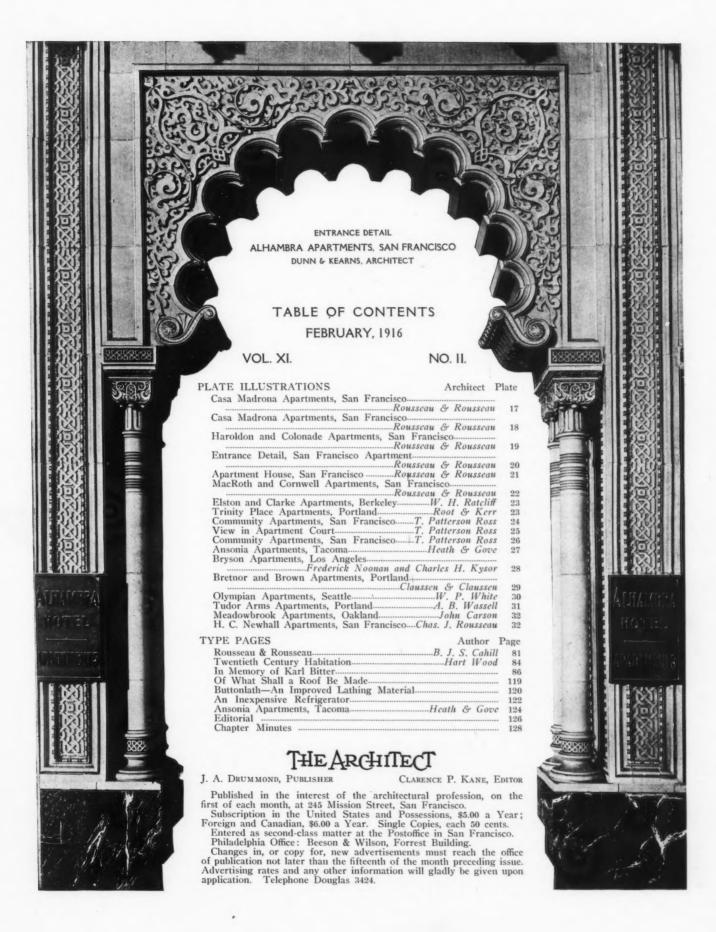
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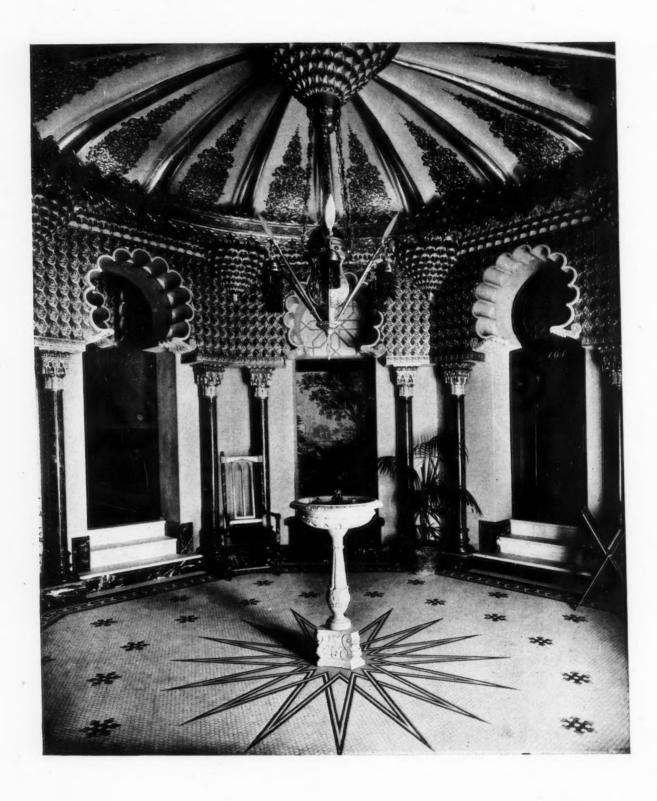
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THEARCHITECT

VOL. XI.

SAN FRANCISCO, FEBRUARY, 1916

NO. 2

Rousseau and Rousseau.

By B. J. S. CAHILL, A. I. A.

WE have all heard of the witty Frenchman's solution of the problem that one time puzzled scholars as to the real authorship of the Homeric poems. He solemnly announced that the Iliad and Odyssey were not originated by Homer at all, but by another man of the same name!

At one of the recent architectural exhibitions we were reminded of this comic piece of casuistry in noting some remarkably well conceived and remarkably well rendered

designs from the office of Rousseau & Rousseau. Now the name of Rousseau has long been a familiar one in building circles, and when the name is mentioned we instantly form a fairly definite composite picture of what we have been accustomed to associate with the name Rousseau for many years. Every architect of average activity who has practiced long enough to give fair expression to what is in him creates this outward expression of himself in his work.

Now the impression we got from the exhibition in question was much at variance and in striking contrast to the existing composite mental picture conjured up by the name Rousseau - so much so that we found ourselves rubbing our eyes, as the critics say, and looking closer to see if, after all, we had read aright. Genuine surprise was followed by a sensation of interest, coupled with admiration. To be more specific, we recall stunning perspectives of two skyscraper hotels. One was a 23story building project for

the northwest corner of Pine and Stockton Streets. The building was square in plan and was conceived in so orderly a manner, that after the fashion of Greek temples, one is able to describe it in writing so closely that a practised designer could easily reconstruct the design aspect of the building from the description. Each facade is punctured with five window openings evenly spaced, and each with a mullion and transom. This system of penetration continues clear to the first attic story over the main cornice. Above this four floors recede equally from the outer boundaries of the lot in a stepped pyramid of four stages, where the windows come close to one another, in units instead of in

pairs. Over the top story, with ever-receding fronts, is an open square belvedere of twelve Ionic columns topped by a similar smaller belvedere whose roof is a pyramid. From the apex rises a flagpole. The silhouette is as splendid as it is sensible, because a square plan predicates square panels in the floor frame, and there is much structural logic in carrying up each receding floor on the next inner line of columns. Though this need not actually take place, one gets the mechanico-esthetical sense of it, which is far more

important.

The first floor is arcaded with courts and mirrors, boldly rusticated. The three central arches form the entrance on Stockton Street and have a mar-This story ends quise. with a band course of moderate projection on which rises an order of double Corinthian pilasters through two more floors with full entablitare. After another story follows with square paneled piers and belt course above this, the main shaft runs up through ten plain floors. It is naturally un-derstood that the whole structure bears the usual analogy to a classic column with bare shaft and capital. We have described the base, which occupies four floors, and the shaft, which takes up ten floors. We now come to a story with well defined belt courses, top and bottom giving the sense of a necking. Above this the piers develop into another order of single pilasters carrying a third story as a sort of frieze, and then comes the main massive cornice with the attic before mentioned and the



ENTRANCE TO COURT

CASA MADRONA APARTMENTS, SAN FRANCISCO
ROUSSEAU & ROUSSEAU, ARCHITECTS

crowning pyramid of floors first described.

The entire design is in every way admirable. It is without prohibitive elaboration and yet in the mass and proportion of its parts it has an elegance of its own achieved without undue expense. Moreover, this design is entirely free from a certain fussiness that mars too many of our tall buildings.

The other design spoken of was also a square tower, apparently "finished" on all sides. This structure shows four bays on each side and mounts up with bare shaft and capital through 16 stories, the whole being crowned by a mighty cornice.

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Seeing that this building comes in the middle of a block, one grows skeptical about the four-sided finish. In fact, this particular project, unlike the first one, has already been realized. It is none other than the Chancellor Hotel, on Powell Street near Post, "the tallest Class A hotel on the Architecturally it is, alas! only a facade, Pacific Coast." and the big cornice of course loses most of its impressiveness by being reduced to a mere shelf. There is always something ridiculous to the writer's mind in the assumption that the front of a tall building is the only visible part of it, when in reality it is the least visible part. In this particular

case one feels that a few tactful conferences with neighboring owners would result in concessions to the public's interest in architecture that would in no way be injurious to private rights of property. It would not be impossible to restrict the height of buildings by municipal ordinance to, let us say, ten stories, with the proviso that any additional height must be built up with finished walls on all fronts. The theory on which such an enactment is based would be a very simple one. It would imply that every owner is entitled to consider his inside boundaries as private up to an average height. Above this plane or stratum any building or part of a building emerges into a region which is as much the pub-lic domain as a street front. Such an enactment would check very tall, cheap buildings for mere revenue (which is really unfair to the average capitalist) and promote a monumental skyline, which, in turn, is only fair to the average citizen. No part of any city, even the largest plaza, is so conspicuous as an elevation of a couple of hundred feet above the street. Under no circumstances should any bald brick wall or concrete curtain wall be allowed to rise into this high and conspicuous re-I make bold to gion. prophesy that we shall all come to this point of view

before long. Another drawing shown at this exhibition was also for an hotel. It was not in any sense monumental, and quite obviously it represented an investment for profit and not for show. It was to cover a large corner lot and there were the inevitable stores, the need of bay windows to the limit of the law, and the regulation fire escapes. A very ordinary problem that quite frequently calls for solution. And many an architect with just such problems would despair of doing anything worth while within such narrow limits. And yet it is exactly in dealing with such uninviting problems that architectural talent reveals itself. Any problem whatsoever can be made a masterpiece, no matter how hackneyed or how often done before.

This particular design has been realized in the Gartland Hotel, on Geary and Larkin Streets. With the exception of the unpleasant use of white tile in the piers on the main floor, this block is about as satisfactory a piece of design

as one could possibly evoke out of the conditions prescribed. The proportions are admirable; the upper story and cornice display real elegance. The detail maintains admirable scale and the brick work gives texture and color to the long walls and piers that otherwise might easily be monoton-ous. The chalky looking columns on the main floor are explained a way as whims of the owner. This, however, is an excuse that does not excuse. It is an architect's business to overrule his clients' idiotic whims.

As this number of "The Architect" is concerned with apartment houses only, this class of building is herein illustrated. As no plans are shown, we can only refer briefly to the designs.

They may be classed in three groups and no doubt represent three stages in the growth of the firm of Rousseau & Rousseau, now represented by the young men whose admirable designs we first noted at a public exhibi-

The first group, not represented here, consists of rather small buildings, rather clumsily articulated with protuberant bays and quaint mission features, and various odds and ends of architectural bric-abrac that indicate and express the earlier Rousseau traditions of Rousseau Sr.

The Iunior Rousseau output which excited our admiration is in very marked contrast. In the main the design falls in two groups: a brick renaissance and a plastered type based on adobe conditions, further modified by reinforced concrete practice and flavored with certain surface features that we suspect are derived from modern German work.
Of this type are the



RULFS APARTMENTS, SAN FRANCISCO ROUSSEAU & ROUSSEAU, ARCHITECTS

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Casa Madrone Apartments. They are not without interest as novelties and perhaps may be types of a transitional mode that may some time shed its crudities and assume the dignity of an acknowledged style.

In the same general class are the MacRolph Apartments, suggestive of Zuni pueblos and the cliff homes of the

Hopi Indians.

The brick fronts, with renaissance mouldings and members done in wood or metal, and sometimes terra cotta, are all well designed, the brick, of course, as most modern brickwork is, being used as decorative tiles to form agreeable

patterns in varied tones, occasionally relieved with a bit of marble faience or terra cotta, without any regard to bond, that structural device which, of course, first suggested using brick for its patterns and not for its support. That this is perfectly defensible could be proved by endless analogies in architecture. Most of the ornamental features of a given order are reminiscent of functions long since obsolete.

On the whole, the buildings illustrated are along sound lines, and it must be remembered that what is shown is but a fraction of the output of a very busy firm. It is the fact that these young men have done such admirable work and by the extent and efficiency of their organization are in the way to do a great deal of a much more serious and monumental character in the near future, that "The Architect" has featured their work to remind its readers that the name of the firm is also symbolic of its achievement, summarized in the legend-Rousseau, and Rousseau.

The American Academy in Rome announces its annual competitions for fellowships in classical studies.

The following Fellowships will be awarded: A Fellowship of the value of \$1,000 a year for one year; a Fellowship of the value of \$1,000 a year for two years. The awards are made on competitions which are open to all unmarried citizens of the United States who comply with the regulations of the Academy.

General Regulations. Sec. 1. All persons desiring to compete for a Fellowship must fill in a form of application, which will be furnished by the Secretary of the Academy upon request, and file the same with the Secretary not later than March 1st, together with such letters of reference and other documents or evidence as they may desire to submit. Application and papers must be submitted in triplicate.

Sec. 2. They must submit evidence of attainment in Latin literature, Greek literature, Greek and Roman history and archæology, also an ability to use German and French. They will be required to present published or unpublished papers so as to indicate their fitness to undertake special work in Rome.

The Fellows will be selected without examination, other than the submission of the required papers, by the Fellowship Jury, of whom the following are members: James C. Egbert, Columbia University, Chairman; George L. Hendrickson, Yale University; Gordon Laing, University of Chicago; Allan Marquand, Princeton University; Clifford H. Moore, Harvard University; Leverett Moore, Vassar College, Secretary; Chandler R. Post, Harvard University; John C. Rolfe, University of Pennsylvania; Moses S. Slaughter, University of Wisconsin.

Sec. 3. The competition in Classical Studies will consist of the submission of evidence of special fitness for advanced work, and Academy Fellowships will be awarded to the successful competitors.

Fellows in Classical Studies will be required to engage in some piece of special research during the term of their Fellowship, and to publish the results of their investigation, as the Academy may direct.

Sec. 4. The stipend of

Sec. 4. The stipend of each Fellow will be paid as follows:

(a) Immediately prior to departure for Rome, one hundred (\$100) dollars for traveling expenses to that city.

(b) Subsequent to October first, following the award, a monthly allowance of seventy-five (\$75) dollars, less the following deductions: The actual cost of subsistence, which will be retained monthly by the Director while the Fellow is in residence, in payment for board; and a sum of ten (\$10) dollars per month for eight months of each year, which will be temporarily withheld.

C. Grant La Farge, Secretary. 101 Park Avenue, New York City.



DUNEDIN APARTMENTS, SAN FRANCISCO ROUSSEAU & ROUSSEAU, ARCHITECTS

The Twentieth Century Habitation.

By HART WOOD

OF WOOD & SIMPSON, ARCHITECTS, SAN FRANCISCO

THE growth of the modern apartment house in this country had its beginning in New York City in the early eighties, and was contemporaneous with the modern development of the passenger elevator. Its introduction and development in the present form was due almost entirely to the efforts of one man, Philip G. Hubert, an architect of the firm of Pirsson & Hubert. Considering the remarkable growth and the unusual incentive, on account of keen competition and perpetual demand for novelty, to improve and economize, the work of this man is most remarkable. At a time when steel frame construction was in its infancy, he designed and built several of these buildings, many of which would not be considered insignificant in this day of large structures. One of the most notable of his

work was a group of apartment buildings at Fifty-eighth and Fifty-ninth Streets on Seventh Avenue, in New York City. This consisted of eight separate buildings, twelve stories high, covering an area of 200 by 425 square feet. It is interesting to note that few of our present day apartment buildings exceed this height. He was the originator of both the co-operative and the duplex ideas and was the first to use a system of refrigeration operated from a central plant.

Vitruvius tells us that there are five classes of temples divided according to the spacing of their columns as follows: First, with the columns close together; second, with the incolumination a little wider; third, more open still; fourth, with the columns farther apart than they ought to be, and fifth, with the spaces just right. Now in the apartment house, the unit, of course, is the room, so by substitution it is obvious that the same classification will apply. Theoretically, therefore, we may say after Vitruvius,

that there are five classes of apartment houses. Other classifications he also gives us for subdivision, but tabulation lies without the scope of this article. Further research on the part of the reader will undoubtedly disclose many other striking similarities. From the poorest tenement to the gold plate "suite de luxe," each will be found to fit under one of these headings.

Modern exponent of the simple life, antithesis of the Roosevelt doctrine, product of intensive life, and modern substitute for the hearthstone, the apartment house typifies our city existence. Its progenitor was novelty and its life innovation. Its dress is tinsel but its body is convenience. Elegance and luxury its companions and sentiment a distant relation. It has dispensed with the servant and banished labor, concentrated essentials and economized existence. Product of an age of progress, it is like the fabulous creatures of James Whitcomb Riley "'at swallers 'emselves." It is a success only so long as it is a novelty and it is a novelty only till the next one is built. Depreciation stalks always at its heels. It is one of the favorite instruments used by the speculator in that common operation, "extracting the bank roll,"—in this respect ranking second only to mining stock and the gold brick. The subject is first placed under the lethal influence of a full house; hypnotic suggestion of 20 per cent returns applied, and the While subject to much abuse at the hands of the jerry builder, speculator and the other vandals, the apartment house is nevertheless adaptable to human habitation, susceptible to dignified treatment and profitable investment.

operation is then painlessly accomplished.

The high degree of economy and efficiency obtainable in the associated dwelling were readily appreciated by the financial juggler, and with the avarice characteristic of his class, he has proceeded to pervert these very qualities to the detriment of legitimate enterprise, and by colonizing and devious methods of construction succeeds in unloading with almost monotonous regularity.

This class of activity has predominated heretofore to such an extent that the more serious side has been lost sight of.

It is still possible to plan living rooms to live in, kitchens to cook in and dining rooms to dine in, instead of resorting to expedients; the distinction being that between living and mere existence.

The essential elements of an apartment do not differ necessarily from those of a home. It is in effect a group of homes and it is possible with inconsequential variations to incorporate all the essentials of a well-planned dwelling. Everything necessary in a house may be transposed to an apartment, and once inside the suite there is nothing, barring the outlook, which would differentiate it from the detached dwelling, with the added advantages due to concentration. It is even possible to have the sleeping and living quarters on separate floors.

Why, then, should this particular form of habitation be degraded to a place of mere existence?

The excessive a d v a n t a g e taken by the speculative builder of the investment possibilities of the apartment is undoubt-

edly responsible for the increasing difficulty of renting and the constantly diminishing returns which they can be made to earn. In the demand for concentration the sentiment of life has been lost. The possibility of living and dining and sleeping in the same room is unquestionably economical to a superlative degree, and may be practical, but life without sentiment is not life, and if there is no sentiment in the home, there is certainly not much anywhere.

Those intimate associations which gather round the home and transform it from a mere house to a part of one's life have nothing in common with the accepted conception of apartments. The seat of the fireside, the family table, the library, the furniture and ornaments, paintings and rugs, all become mere instruments of convenience when transferred to the "two rooms and bath." Why not build more apartments to live in?

The reaction against the extremely compressed apartment has already begun, and there is now evident a desire for a change, indicated by the increasing difficulty of renting, and this desire is recognized by investors, but as yet the particular expression of the desire does not appear to have taken definite form. There is a marked dissatisfaction evident with the existing order. The tricks and artifices for "pleasing the public" appear to have become almost ex-



DUPLEX APARTMENTS, HOTEL ST. FRANCIS, SAN FRANCISCO BLISS & FAVILLE. ARCHITECTS

hausted. Is it not reasonable to assume that a place with all the comforts of home and all the conveniences of an apartment would be an attraction to lure the distracted house hunter?

Apartments designed as real homes have heretofore been provided only for the rich. There are some exceptions of very recent date which appear to have been particularly successful, notably some in the New York suburbs and in Southern California. These are located in residence districts, and the fact that they are well rented may indicate that a downtown location may not be so essential as has

been supposed. The poor man may now have an automobile, why not also an apartment without making it like the handy tool of a hundred uses which is good for none.

Almost simultaneous with the introduction of associated dwellings was the conception of the co-operative apartment, or "home club." A miniature colony of aristocratic socialists foredoomed to failure, it nevertheless reappears intermittently as a brilliant inspiration. Alluring in prospect, it is disappointing in fact. Division of a uth ority and responsibility has ever been a source of failure. What is everybody's business is no-body's business.

And the lack of centralized authority and of definite responsibility causes a laxness of administration which eventually disrupts the association.

Admitting all of the advantages in favor of apartments, there are some qualities which are lacking and which are of necessity impossible to attain.

The home atmosphere is absent, as is also the desirable ground space, and they are also unsuitable for the raising of families. It may be that this lat-

ter is not of itself sufficient reason in this age to cause undue apprehension for the future of apartments. Despite the prevailing tendency of the American family toward absolute zero, there are yet some who persist in the belief that it is the duty of man to replenish the earth. For these the apartment is not. Concentration, restriction and convenience have nothing in common with normal childhood. All outdoors is not too big and cast iron is not impervious to the tireless destructive energy of the active human young.

The advantages obtained by associated dwelling have heretofore been confined to those assembled under one roof. That is, the close grouping of these units has made it possible to obtain at comparatively small cost those conveniences which in a separate building are possible only at disproportionate expense, labor and inconvenience. Custom

has thus far determined that these dwellings shall be centrally located; that is, near the center of town, which implies expensive land.

The question arises, Why not use less expensive land, separate the units and provide all of the conveniences? Given a piece of land, say a city block in the residence section. Lay out the houses as apartments are planned, i. e., separated, of course, but with due regard one for the other, that the whole, while reasonably compact, may take all advantage of light and air, and each with due consideration for his neighbor; in this much to be a similar scheme to the "garden cities" of

England and the East. The planting and architecture are designed with the idea in mind of the finished whole. Each house then considers its neighbor's view, respects its lot line and the ever-present possibility of some one building a monstrosity is dispelled. It quite often happens in individual house building on uniform lots, in the scramble for each to secure to himself the maximum of view and exposure, one blankets the other, with the result that most of it is lost to all. Each unit will then be planned with due regard to its own interests, but also with the interest of the others in mind.

It is obvious that under such circumstances the maximum of efficiency may be obtained from a given piece of land, and the planting being designed for the whole group immediately opens possibilities in that line which do not occur at present. where it is done not only without uniformity, but for the most part without study. addition then provide a central heating plant, and pipe steam and hot water to the separate houses. The light, gas, water, etc., in most

water, etc., in most cases are as accessible as down town, but these could, if necessary, be also furnished from a central plant. The services of one or two handy men then are all that is necessary to complete the scheme. Thus we have the comforts of home with the conveniences of an apartment; there is no more objection to children, and he who desires the sight of green grass and flowers from his windows is accommodated. All of the upkeep and labor devolves upon the management; all of the petty annoyances incidental to the possession of the individual house are assumed by those whose business it is to look after those things and to whose interest it is to see them properly taken care of. Upkeep and repairs, odd jobs and handy work, lawn tending and garden work, if desired, all may be so handled. These, being controlled by the central management, will be economically and efficiently administered.



LIBRARY IN THE APARTMENT OF CHARLES A. PLATT, ARCHITECT, NEW YORK (From the Monograph of the Works of Charles A. Platt)

This is a reproduction of an original engrossed copy sent to the family of Karl Bitter

TO THE MEMORY OF KARL BITTER SCYLPTOR THIS TRIBVTE BY THE MEMBERS AND ASSOCIATES OF THE ARCHITECTVRAL COMMISSION OF THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION

arl Bitter was a great sculptor. He is now of the immortals. While the chronicling of his achievements in art is properly the task of the historian, still it is none the less sfitting that we should here recall the signal debt of gratitude owed him by San Francisco. He was appointed Chief of Sculpture by the President of the Panama-Pacific International Exposition at the instance of the Architectural Commiss ion. In this capacity he organized the Department of Sculpture that gave to the Exposition the wealth of decoration that compels the admiration of the world. Karl Bitter became associated with the Architectural Commission early in nineteen hundred and twelve. He shared in all its important deliberations. He exert ed a potent influence in its work, and the value of his services to the Commission is beyond measure. He was swift to win the admiration and affection of the architects of the Panama-Pacific International Exposition. To his rare attributes as a sculptor, he added a profound sense of duty to his task that was awake at all times. His untimely death takes a great personality from the field of art, and creates a void that will be difficult to fill. We, the undersigned hereby desire to express the respect, the honor, and the love in which we cherish his memory;

THEREFORE, BE IT RESOLVED, That we, the Architects of the Panama-Pacific International Exposition, proclaim that in the passing of Karl Bitter, the Fine Arts and the Nation have sustained a great loss. We realize the anguish caused by his untimely end, and to the members of his family we offer our heartfelt sympathy. We recognize and mourn our great personal loss through the premature death of a beloved friend who, in all of his work, exercised a distinctly high moral influence that will endure for the good of humanity.

Signed by

Willis Polk

Ward & Blohme

Bliss & Faville

Edward H. Bennett

Geo. W. Kelham M Louis C. Mullgardt Bakewell & Brown Bennett Bernard R. Maybeck

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ENTRANCE TO COURT

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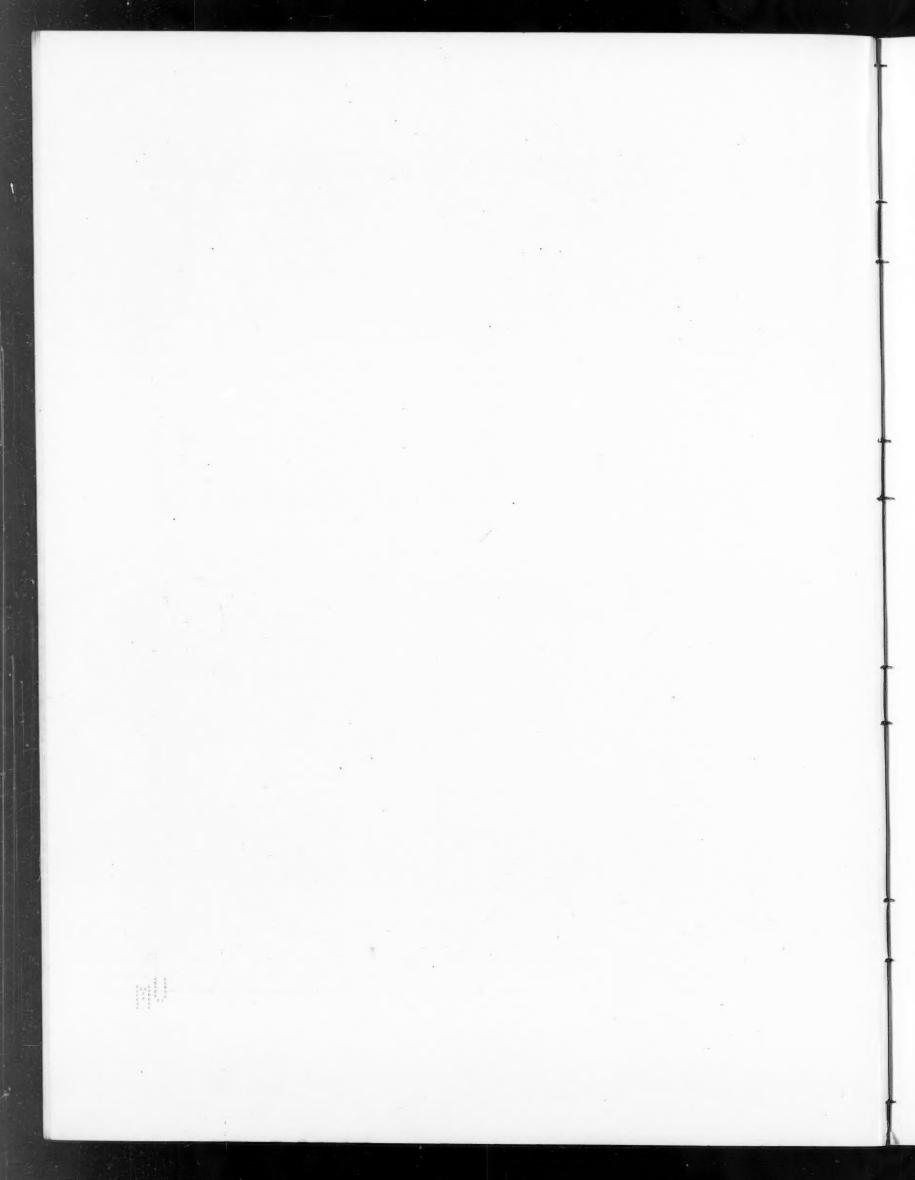
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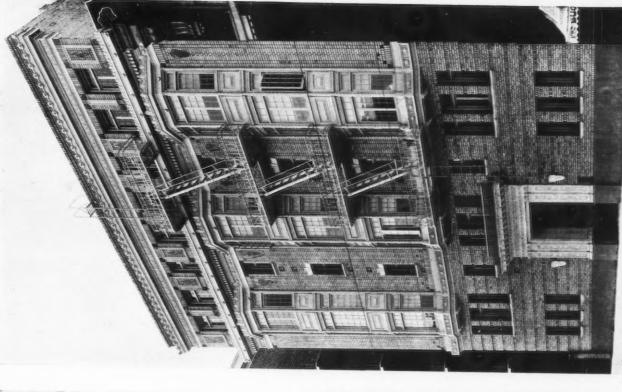
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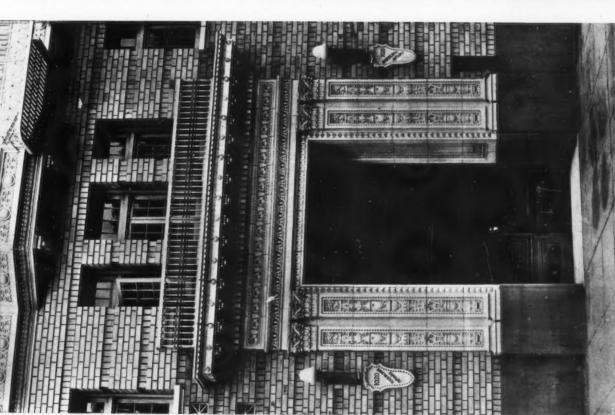




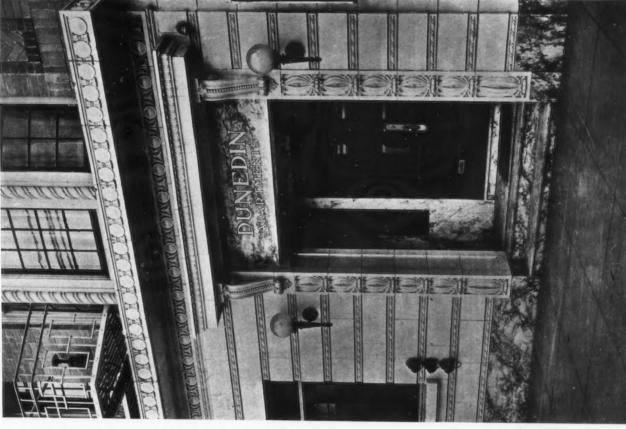


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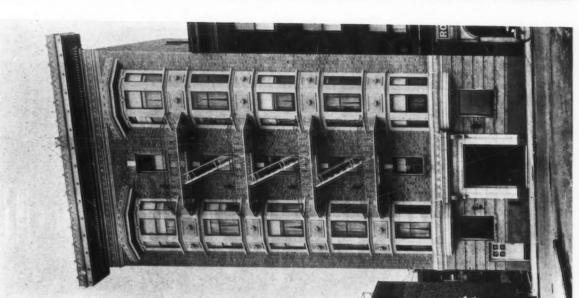


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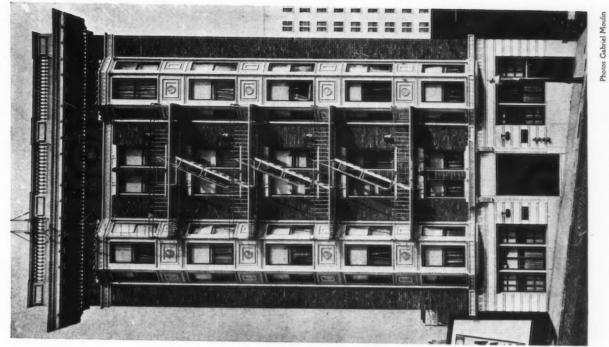
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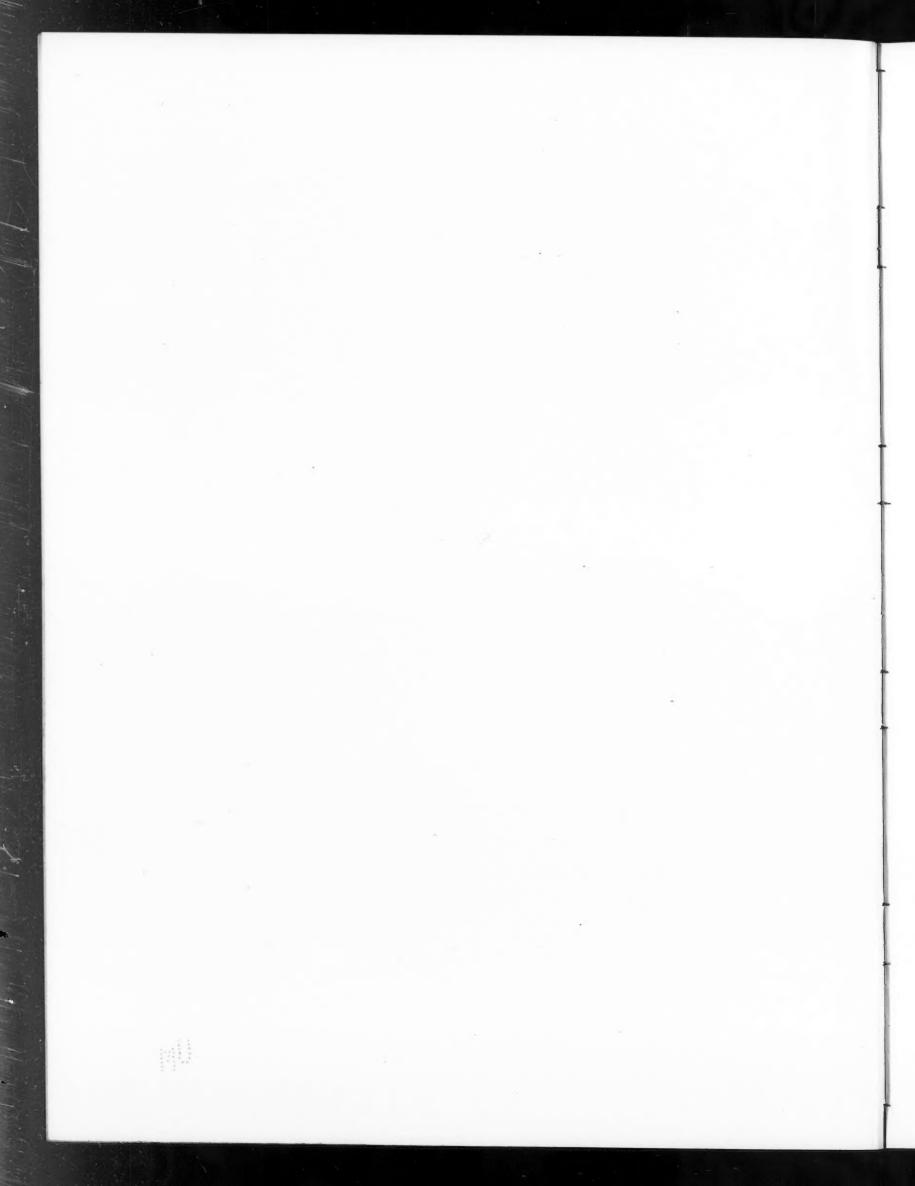
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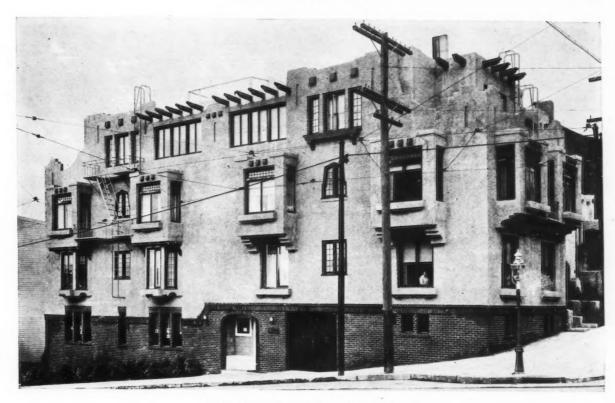


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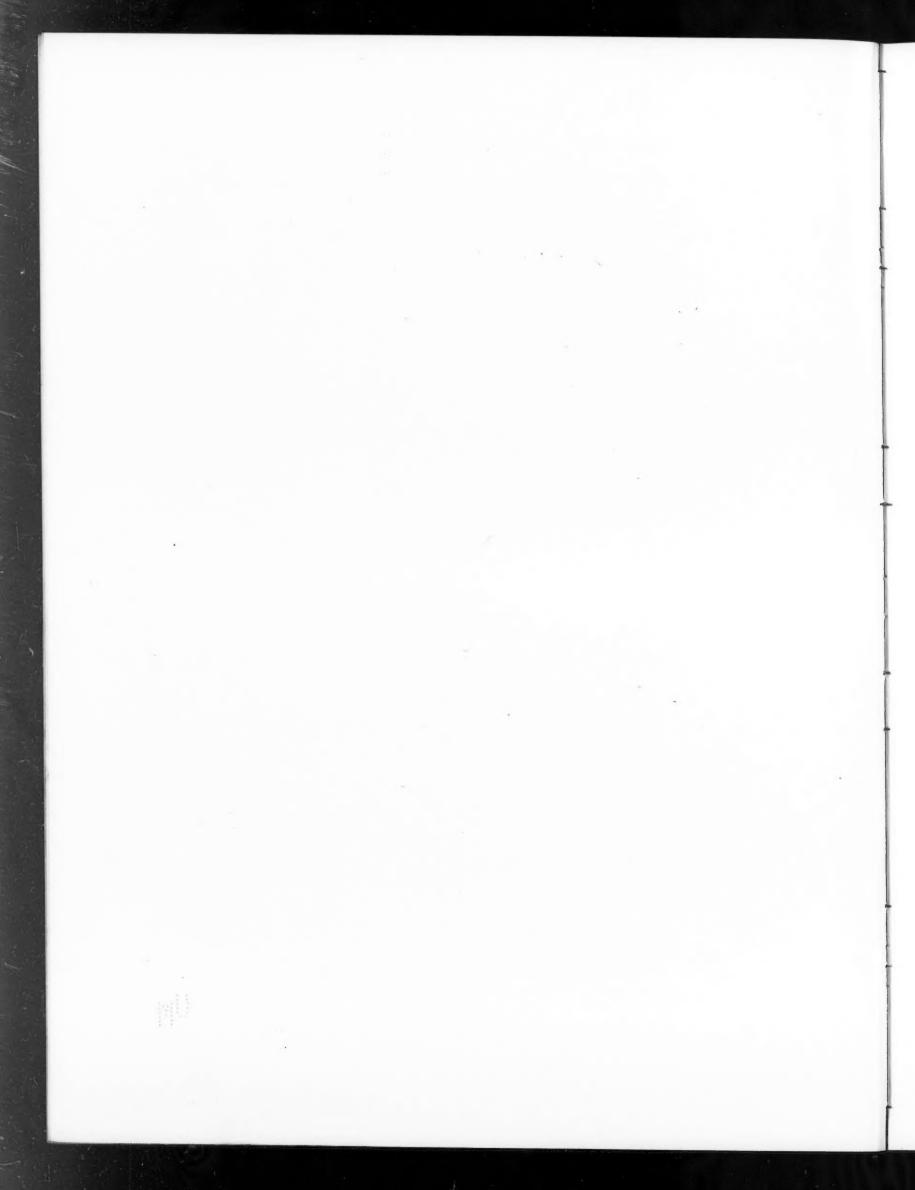


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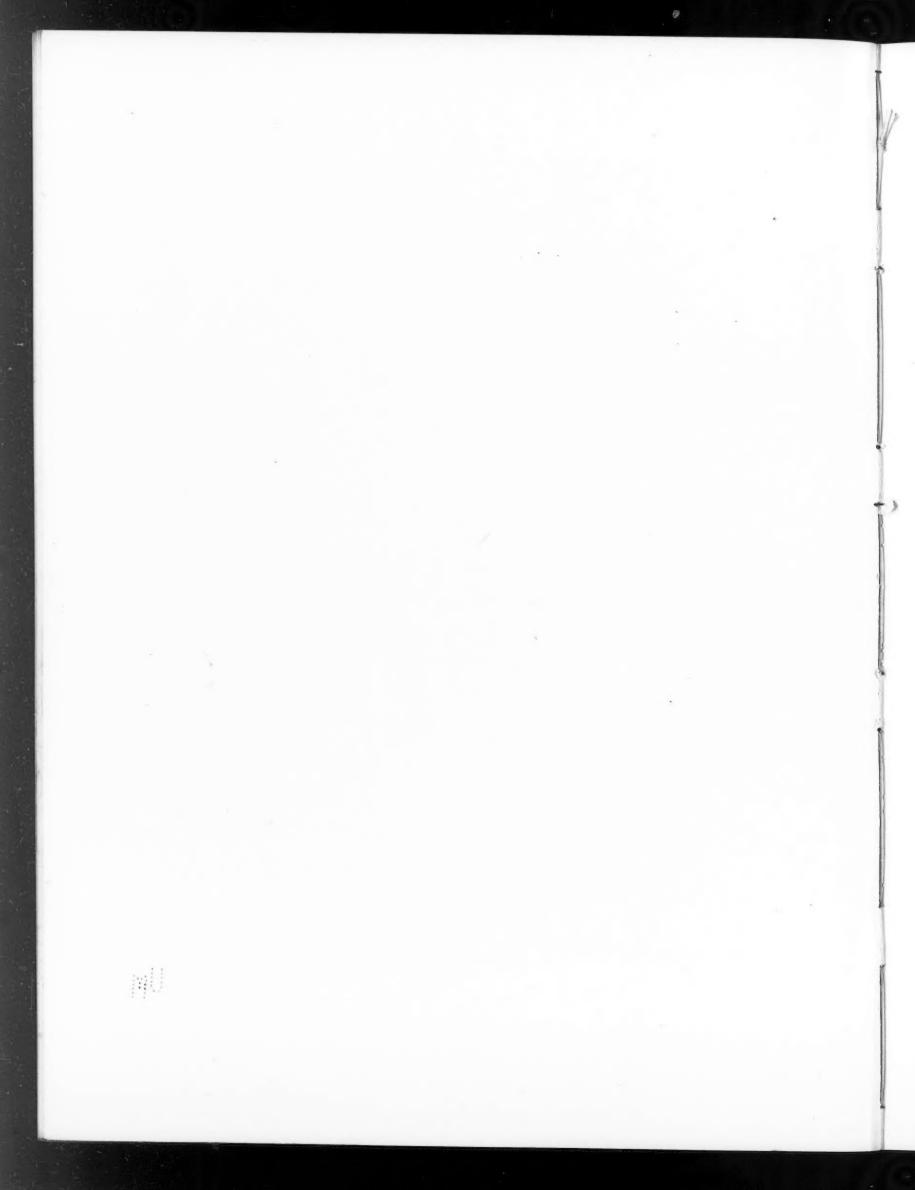
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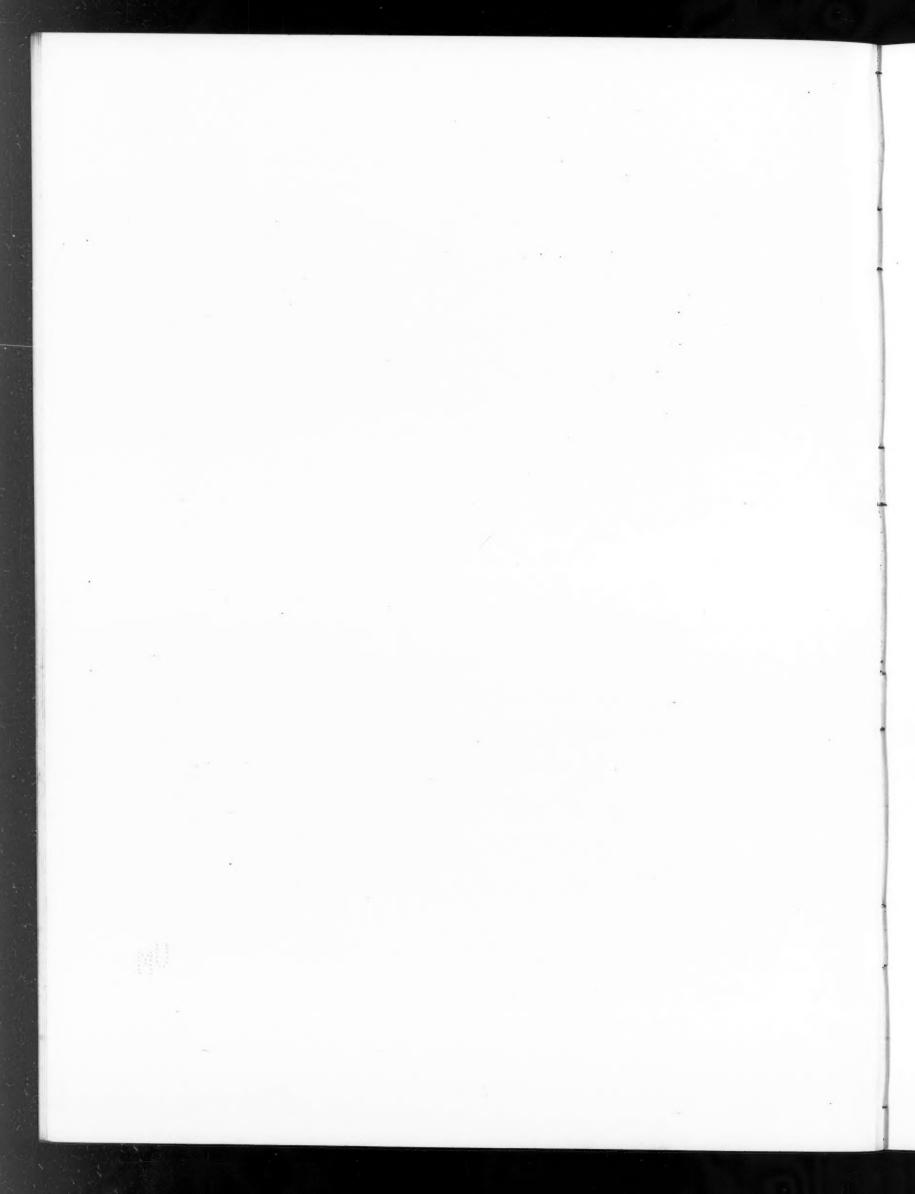
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VIEW IN COURT

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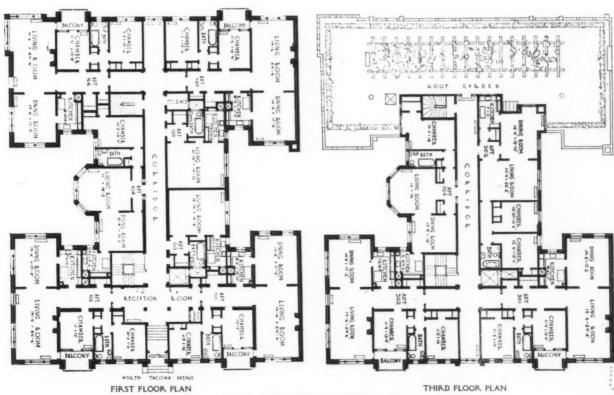
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VIEW ON GREENWICH TERRACE
GREENWICH TERRACE COMMUNITY APARTMENTS, SAN FRANCISCO
T. PATTERSON ROSS, ARCHITECT



THE ANSONIA APARTMENTS, TACOMA HEATH & GOVE, ARCHITECTS



THE ANSONIA APARTMENTS, TACOMA HEATH & GOVE, ARCHITECTS



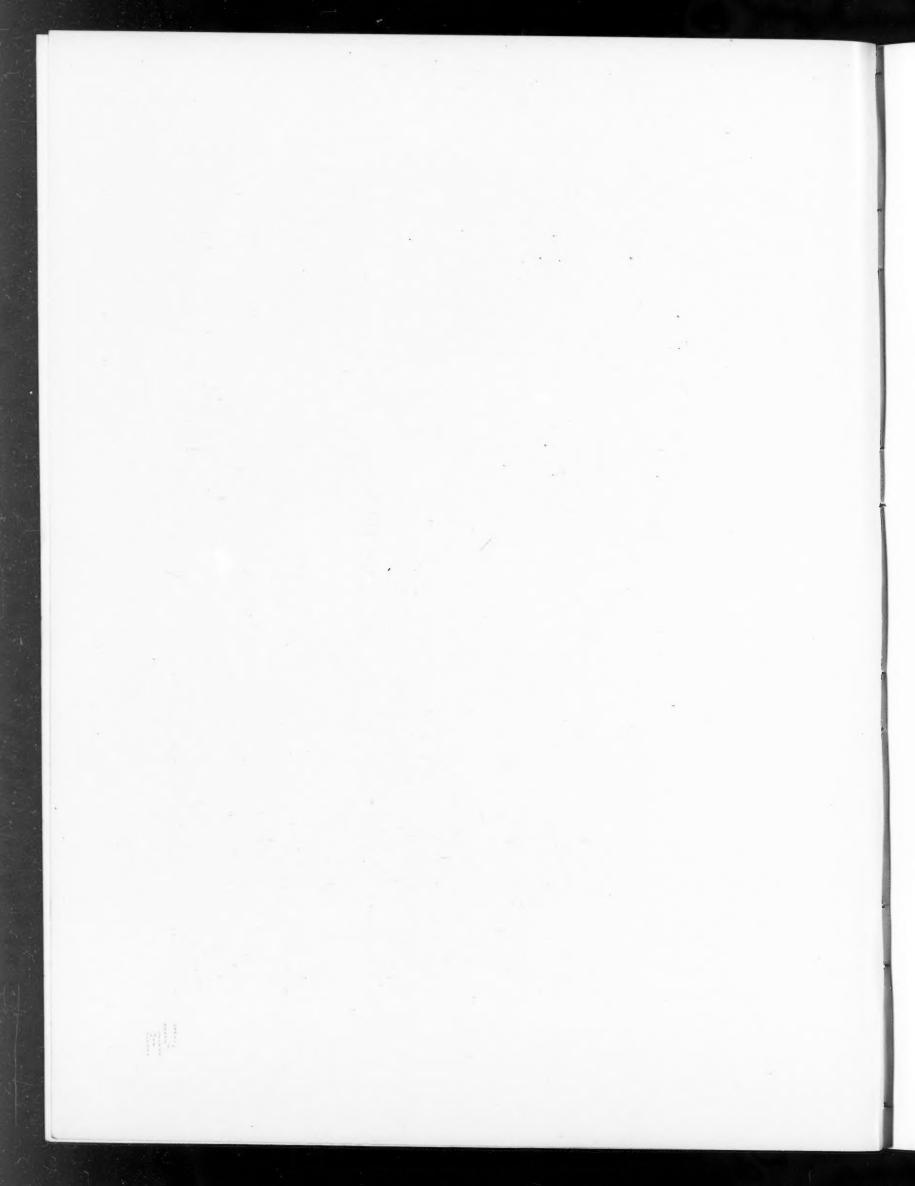
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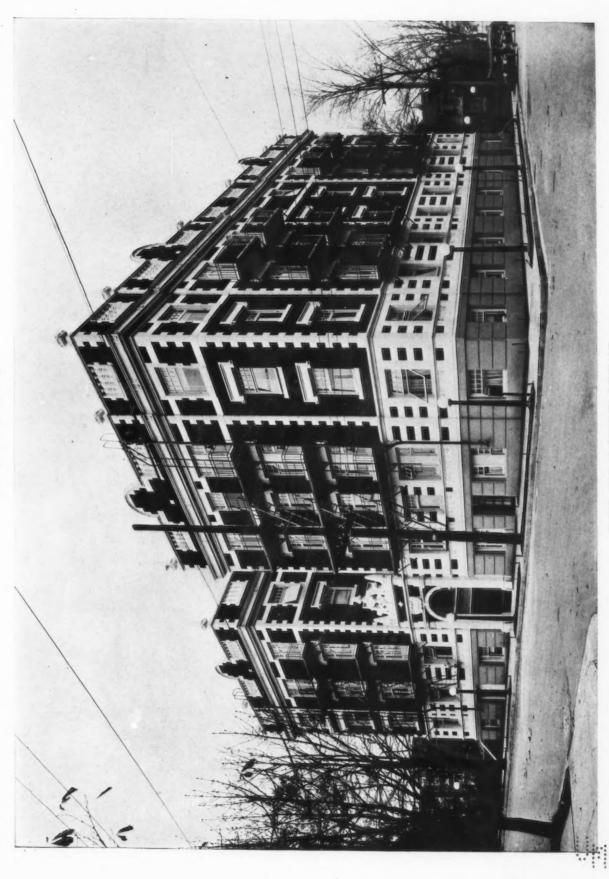


BROWN APARTMENTS, PORTLAND CLAUSSEN & CLAUSSEN, ARCHITECTS



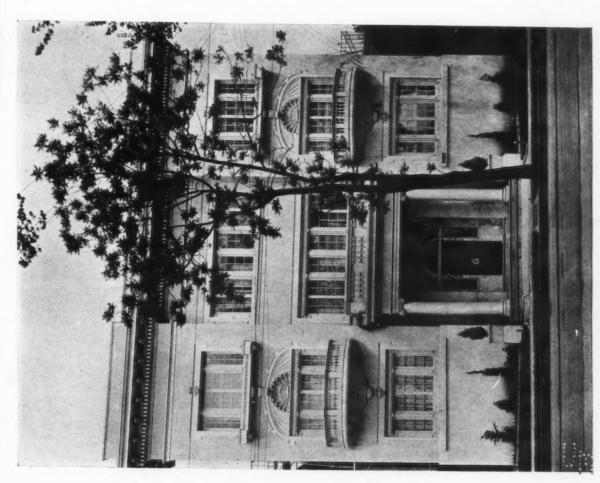


THE OLYMPIAN APARTMENT BUILDING, SEATTLE W. P. WHITE, ARCHITECT



TUDOR ARMS APARTMENTS, PORTLAND
A. B. WASSELL, ARCHITECT

H. C. NEWHALL APARTMENTS, SAN FRANCISCO CHAS. J. ROUSSEAU, ARCHITECT



THE MEADOWBROOK APARTMENTS, OAKLAND JOHN CARSON, ARCHITECT

Of What Shall the Roof be Made?

S we look over the country and see the large number of industrial plants that have been roofed and in many cases sheathed with asbestos; when we note also the many fine, substantial homes whose owners and builders are adopting asbestos in all sections of the country,

it is quite evident that this splendid material is receiving the very favorable attention and recommendation of our leading architects.

Of course, everybody knows the fire resistance of asbestos - in this respect it is the equal of slate or tilebut it also possesses several other advantages as a roofing material, and it is these which probably induce many people to select asbestos shingles.

In the first place, asbestos shingles are much lighter than slate and therefore call for lighter and less expensive sheathing foundation. Asbestos is also less brittle than slate and can be handled and used with smaller loss.

It is a fact also that asbestos shingles on a roof resist the ravages of wind and storm better than slate-they lay flatter and more snug

and are therefore less liable to rattle, break or fall off. Asbestos shingles compare most favorably with good

quality slate, so that when we consider both of these materials from all standpoints, we can readily account for the growing demand for asbestos roofing and sheathing.

One of the finest examples of the latter material that we have ever examined is asbestos "Century" shingles, made by Keasbey & Mattison, of Ambler, Pa. These shingles, which are made under patent rights, embody all the advantages over slate enumerated above, in appearance are quite the equal of the natural quarried product, and are made in many styles and sizes to suit the different types of archi-

Asbestos "Century" shingles and other asbestos building products made by Keasbey & Mattison have been very extensively used in the Panama Canal Zone on government work, and in some communities practically whole towns have adopted asbestos "Century" shingles for roofing and sheath-

ing purposes.

We understand the manufacturers will be glad to send any readers of this journal samples of asbestos "Century" shingles, together with illustrated literature on these and their other asbestos products.



RESIDENCE OF MRS. MARCUS DALY --- HELENA, MONTANA

An architect once declared that he had never specified asbestos "Century" shingles for the following reasons First-That a roof on which they are applied is lacking

in all artistic qualities.

Second-That the color tone is ineffective and that it is impossible to obtain either good contrast or harmony with the prevailing color treatments of modern residence work.

Third—That the shingles are flat and characterless, and that they lend no point of interest to the details which play a large part in modern domestic architecture.

This was his honest and candid opinion of the Asbestos "Century" Shingle, after never having used them. There is no question that Asbestos "Century"

will not harmonize with certain types of buildings, any more than a thatch roof would be appropriate on a cathedral. However, in condemning these shingles for their alleged lack of character and startling individuality, does the architect not lay too much stress on a detail of con-

struction, forgetting that the success of his problem depends on harmony of line and mass and of course color, rather than the employment of exaggerated detail, which, while perhaps interestingly unique, is very often at variance with good taste and purity of style?

The craze for heavy effects in roofings has originated from a desire to emulate old roofing materials, which were in most cases handmade and necessarily heavy and rough. Our modern roofing manufacturers, in their endeavor to imitate the antique pottery and tilemakers, have produced much that is grotesquely bizarre.



RESIDENCE ON BITTER ROOT STOCK FARM ... MRS. MARCUS DALY, OWNER

Buttonlath-An Improved Lathing Material.



ALTO LOMA SCHOOL, CIENEGA DISTRICT, LOS ANGELES

ROBT MAC FERRAN TAYLOR. ARCHITECT

This is one of the many school buildings that have recently been erected, in which Buttonlath has been used. Mr. Taylor was so pleased with the result in this building, that he immediately ordered the use of Buttonlath in the \$20,000 J. D. Seitz residence at Covina, California.

NE of the newest industries in the building line and one that gives promise of revolutionizing the methods of applying plaster to both exterior and interior surfaces, is the manufacture of the product known as Buttonlath. "Buttonlath" is a coined name which has been protected by copyright to designate the product of the Buttonlath Manufacturing Company, who are getting ready to start plants in several of the leading cities of the country, so as to make their product a national one.

Buttonlath is an improved lathing material in which the best features of metal lath, wood lath and plaster board construction have been successfully embodied and combined and the undesirable features successfully eliminated. Buttonlath is composed of waterproof paper and a non-porous, non-combustible plastic body which makes it a fire retardent, sound deadener and heat insulator. It simplifies and improves construction, saves plaster, repair bills, and not only prevents plaster cracks, but makes a true



A BUTTONLATHED ROOM IN THE MAKING

The above photo shows a room Buttonlathed and the plaster coat just being started. Note the method of breaking joints, using half sheets alternating at starting point. Also note the use of strips and pieces of Buttonlath as patching and stripping for irregular spaces.

wall free from waves. It is cheaper than metal lath and no more costly than a good job of wood lathing.

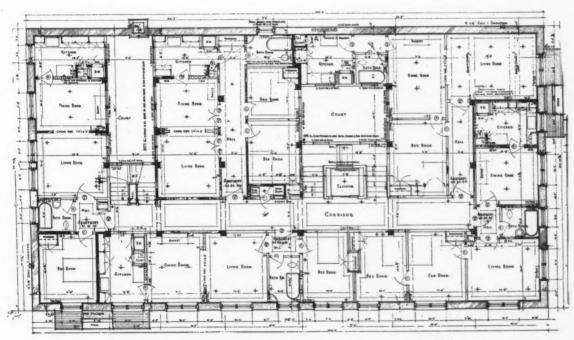
Buttonlath is made in the general form of plaster board in sheets 24 x 32 inches, and is applied in the manner shown by the illustration elsewhere in this article. The plaster buttons are staggerspaced 11/2 inches on centers in both directions; 530 buttons to the square yard. These buttons will hold fifty pounds before breaking, and as the plaster gets a good grip under the edges of each button, a positive me-chanical key is thus formed. As a matter of fact, Buttonlath provides a triple bond for plasterthe mechanical key, suc-tion and adhesion, thus forming a triple strength.

Buttonlath saves both on space and weight, as the solid partitions are 1½ to 2 inches thick as compared with the usual 6-inch partitions and weighs less than 15 pounds per square foot as compared with hollow tile partitions, thus eliminating an enormous dead load. In

Continued on Page 124



CARMELITA APARTMENTS, PORTLAND LEWIS I. THOMPSON, ARCHITECT



Typical Floor Plans

An Inexpensive Refrigerator.

F all the household appliances with which the housewife has to contend, the ice-box is without question the most trying. One has only to read the instructions about "How to Use an Ice-Box," which are always pasted inside the door of one, to realize the care and trouble involved in keeping them clean, fresh and sanitary. Even the best of them require constant attention, and their use entails not only a constant expenditure for ice, which is the equivalent of interest payments on a considerable investment, but all the accompanying annoyances as well,—the trouble in getting the ice, the invariable necessity of cleaning up after the ice-man, the emptying of the drip pan, and the scouring and scalding needed to keep the box in a healthful condition. An ice-box without ice is worse than

no ice-box at all, because the boxes must be air-tight, and consequently, unless the air inside is kept cool, they become in reality heaters instead of coolers. So ice must be purchased. It is safe to say that the average ice-box, which is usually a cheap and poorly insulated affair, causes the housekeeper to lose her patience more often than any other device in daily

domestic use.

The reason for all this annoyance is found in the fact that the ice-box is fundamentally wrong, so far as the preservation of food is concerned, in principle and in practice. They are designed to preserve the ice as long as possible, the food being a secondary consideration, and their efficiency de pends on the length of time they will keep ice from melting. In order, therefore, to be more efficient, they must keep fresh air out; in other words, the most efficient ice-box is the most airtight box, for it is the warm outside air that melts the ice. Air-tightness is achieved by thick reinforced walls, made of several thicknesses of insulating material, all designed to prevent the radiation of the cold air from within the box, or the penetration of the warm air from outside.

It is just this shutting-out of the fresh air that causes the trouble with-in. All ice is admittedly more or less impure, whether natural ice or artificial ice. Every doctor will warn his patients against the impurities and dangers of ice water, while artificial ice can never wholly disguise the odor and taste of ammonia, which is used to produce it. The natural result is apparent: in melting, the ice gives up its impurities to the air which is confined in the ice-box with it. This air is circulating around through the shelves and comes in direct contact with the food, where it deposits the moisture which it absorbs from the ice. Thus the food becomes damp, and therefore moulds, and will decay and spoil Meats will discolor, butter and milk will absorb odors, and all foods will deteriorate much more rapidly than if they were kept dry as well as

To overcome these many disadvantages of expense, inconvenience and insanitation, and to take advantage of the cold water, which is found in practically all the communities west of the Rocky Mountains, where the water usually comes either from the mountain streams or from springs, and is consequently cold, even during the summer months, a new natural refrigerator, called the Automatic Cooler, has recently been put on the market, which at once overcomes the expense and the other objectionable features of the ice-box. This cooler is built with coils of galvanized piperunning under and around each shelf, and these pipes are connected into a continuous coil, so that every drop of water entering at the inlet must circulate through all the pipes to the outlet. The water main from the street, entering the house, apartment or store, is then cut at any convenient

point, and a connection run from this cut in the main to the inlet in the cooler, and back again from the outlet in the cooler to the other end of the incoming main at the point where it

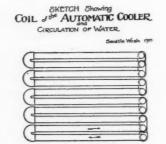
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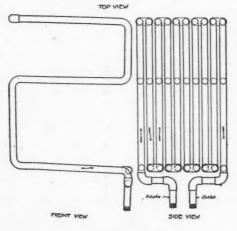
This makes it certain that every drop of water used in the building is first drawn through the cooler as it travels on its way from the main to the taps, toilets or tank heaters, this cold incoming water having circulated through every inch of the long coils of pipe in the cooler. Not one extra drop of water is needed,-just that quantity used in the ordinary daily domestic consumption is quite sufficient to renew the supply in the cooler frequently enough to insure constant coldness, in such districts as have a naturally cold water supply. This not only eliminates forever the expense of ice, and the cost and trouble of upkeep of an ice-box, but renders the cooler absolutely automatic and constant, year in and year out. The first cost is the last cost.

The important and sanitary feature of the Automatic Cooler, and that which has to do with its efficiency in the preservation of food, has yet to be Since the supply of coldness,i. e., the temperature of the city water supply as it comes from the mains,—is inexhaustible, and is continually being renewed and thus kept constant, there is no object in shutting out, or insulating against, all fresh air. Not only are the thick and heavy walls made unnecessary, but ventilators are provided, and a positive circulation of fresh air, taken in at the top and settling as it becomes colder to pass off at the bottom, is insured. This fresh, dry air, which comes into contact with the cold pipes as soon as it enters the cooler, is immediately cooled, and therefore falls, circulating through the box following the pipe coils, and taking up and carrying off any moisture or dampness therein. The result is that the food in the cooler is kept dry as well as cold, and does not deteriorate, but will last indefinitely.



THE AUTOMATIC COOLER







WILMAR APARTMENTS, PORTLAND CLAUSSEN & CLAUSSEN, ARCHITECTS



Timou Mode Plan

The Ansonia Apartments-Tacoma.

HEATH & GOVE, ARCHITECTS

These new apartments have been constructed to appeal to the best class of tenants, and conveniences were installed in them which are the equal of the finest private residences. In addition to this, tenants have the advantages which only an apartment can offer.

The location is in the most fashionable residence section of this city, with fine water views and other prospects. The stories are stepped up, one above the other, so that roof gardens, with pergolas are available for the upper apart-

ments.

The building is absolutely fire-proof; the walls being of hollow tile, the floor slabs of concrete beams with Coroval tile fillers, and all minor partitions of tile. The floors rest on the walls, which we have found to be a cheaper and more satisfactory construction than to use columns and girders.

In the design an effort is made to express domesticity. The facing brick is tapestry in grays and browns, called "Fabric," made locally, and trimmed with Tenino Sandstone. The porte cochere extending over the sidewalk is especially convenient in a damp climate. The entrance is in marble, and the reception room is handsomely furnished.

The arrangement of apartments is such that they are isolated from each other. With the windows placed as they are, practically the same privacy may be had as in a detached residence. One of the special features is the individual large balcony porches.

All chambers have large closets. In fact, the closet room throughout is unusually ample, and includes linen, china and kitchen closets. Each has dust-proof cabinets and other

conveniences.

In the basement are a number of additional rooms for the servants of the tenants; to each is connected a telephone affording instant communication with the tenants' apartments. The four laundries for the tenants are located in the

basement, and are equipped with tubs, ironing tables, electric irons, and provision for the boiling of clothes, and large electric and steam driers are provided.

All bath rooms are tile, and equipped with medicine cabinets, linen closets, towel racks, of white composition, and all the little conveniences of the best private homes.

Each chamber has a full mirror door, and a fire and burglar-proof wall safe is installed in each apartment. The building is equipped with an automatic electric elevator. Servants use a separate stairway.

The woodwork of all rooms except bed rooms, kitchens, and bath rooms, is of oak. In the others it is of white enamel. All floors are polished oak. The electric fixtures are elaborate and vary in the different apartments. A number of base and floor receptacles are provided. Also all closets have door switches.

A small branch post office has been established, so that each family has its own lock box.

There is an open fireplace in each living room with Rookwood tile facing and oak mantel.

The kitchens are provided with Hughes Electric Ranges, refrigerators and complete pantry cabinets, automatic electric dumbwaiter service direct from the basement, and cool closets. Individual vacuum cleaning machines are at the disposal of the tenants. Large store rooms and a fire and burglar-proof vault for furs, silverware, etc., are arranged in the basement, for the use of the tenants.

In place of the usual switchboard system, each apartment is equipped with direct private line.

The cost of the building, exclusive of the site, but including ranges, electric fixtures and shades, was \$122,000, or about 25 cents per cubic foot, from bottom of footings to roof line.

Buttonlath--An Improved Lathing Material.

Continued from Page 120

erecting solid partitions with Buttonlath there is a very great saving of time and material, as the plaster may be applied at one time and the large surface that a man can cover as compared with wood or metal lath in the same

space of time, means a considerable item.

In Los Angeles where Buttonlath originated and where it has been given a most thorough tryout in practically all classes of construction, the city building ordinances have been amended so as to allow the use of Buttonlath in any class of construction. During the past year, Buttonlath has been used on over two million dollars' worth of buildings costing \$10,000 and upward, which would seem to indicate in graphic fashion the headway which it is making with architects generally.

Buttonlath should not be confused with inflammable pulp and paper board which is a substitute for lath and plastered walls. A Buttonlathed wall is finished with a coat of plaster and looks like any other good plastered wall free from waves and plaster cracks. Buttonlath is finished by the application of a light brown coat and a finish coat which becomes an integral part of the Buttonlath, thereby preventing failure by the parting of the first and second coats which is so often the case, particularly by the metal lath construction. Plastered walls tested to failure invariably fail by the parting of the coats and the sheering off of the keys. Buttonlath has successfully overcome both of these difficulties.

The Pioneer Paper Company, who have been known for many years as the manufacturers of Pioneer Roofing and Pioneer Building Papers, have been named as distributors for California, Arizona and New Mexico. They are enlarging their San Francisco offices, Messrs. Charles G. Gobel and F. O. Toribio being the special men in charge of this department for the Northern California territory. The San Francisco offices are in the Hearst Building. The Los Angeles offices are at 247-251 South Los Angeles Street. The company will gladly send booklet and samples together with full information, etc., to any architect or contractor upon request.

Fernand Parmentier.

Word has been received of the death of Fernand Parmentier, well-known architect of Los Angeles, and secretary of the Southern California Chapter of the American Institute of Architects, while fighting with the French troops at Seddul Bahr, in the Dardanelles, on August 7, 1915.

Parmentier was 48 years old, born in Paris, and son of a French officer who fought through the Franco-Prussian war. His mother was an Alsatian. His parents sent him to the home of an uncle and aunt in Chicago when he was fourteen years old. He attended the Chicago public schools, studying architecture in various offices. In 1890 Mr. Parmentier came to Southern California. Since that time Parmentier has planned many notable buildings. The last building he designed in that city was the \$100,000 Murray Apartments in the Westlake district. Shortly after the completion of the building, he went abroad and entered the ranks as a volunteer in the French army.

While not robust, Parmentier was a true patriot to the core, and it is impossible not to admire his bravery and loyalty.

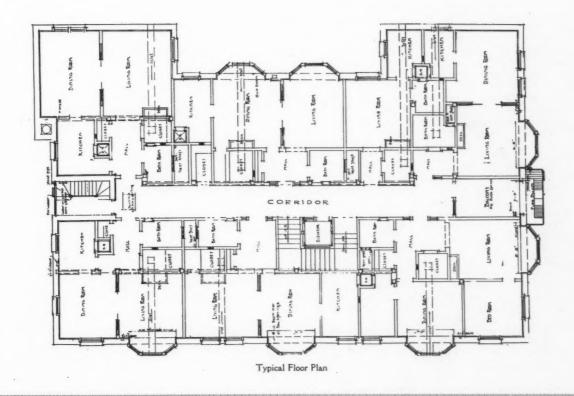
Get-together Banquet.

The first get-together banquet of the heads of departments of the Pacific Sanitary Manufacturing Company and the Pacific Porcelain Ware Company was recently held in San Francisco. Mr. N. W. Stern, general manager of the two companies, presided, and in a short speech expressed his appreciation of the widespread recognition that had been given to the quality of "Pacific" ware.

The significant feature of the gathering was the co-operative spirit evidenced by the men present, showing a splendid organization, embodying all the advantages resultant from a close working together and common aim on the part of officers and employees alike.



NOB HILL APARTMENTS, PORTLAND EMIL SCHACHT & SON, ARCHITECTS



THEARCHITECT

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SAN FRANCISCO, FEBRUARY, 1916

NO. 2

EDITORIAL.

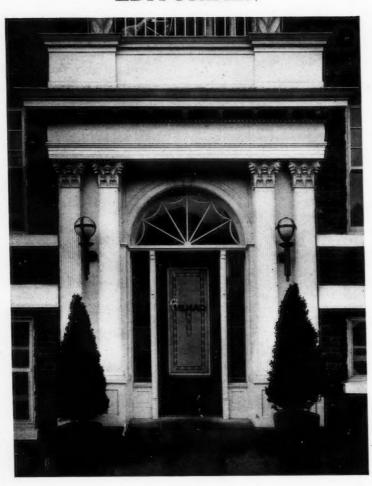
T is still possible to plan living rooms to live in, kitchens to cook in, and dining rooms to dine in, instead of resorting to expedients, the distinction being that between living and mere existence," says Hart Wood in his article in this issue, entitled "Twentieth Century Habitation." It is no stretch of the imagination to believe these words after a glimpse of the floor plans of the new Fifth Avenue Apartment House in New York City. This new multi-family dwelling will contain everything that goes to make up convenient and even luxurious living facilities.

There will be three types of apartments, one occupying an entire floor, consisting of about thirty rooms with nine bath-rooms; duplex apartments of nineteen rooms and seven baths, and simplex apartments of from fourteen rooms up, having five and six bathrooms. each suite the foyer will open into a large gallery or salon 47.6 x 13, giving an impressive entrance. Living rooms will be from 30 x 20 feet, while there will be libraries, conservatories, and other features

making the entertaining space unusually large. There will also be a number of open fireplaces, and especial attention has been given in providing ample and comfortable servants' rooms.

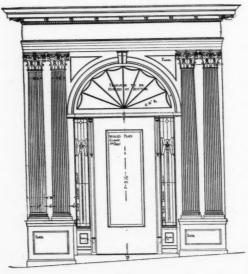
The individual suites will be decorated according to the fancy of the tenants and a wide latitude of choice will be permitted. Tenants who lease prior to the completion of the building will be consulted as to their choice of the woods to be employed. The schedule of rents varies from \$10,000 for small simplex apartments to \$21,000 for the duplex, while approximately \$30,000 will be the price of an entire floor. The total gross yearly income will be in the neighborhood of \$300,000.

True, it is, a reaction against the extremely compressed apartments has begun, and while this latest Fifth Avenue Apartment House, costing



ENTRANCE

[WILMAR APARTMENTS, PORTLAND
CLAUSSEN & CLAUSSEN, ARCHITECTS



\$1,000,000, is for people of wealth only, nevertheless the large space devoted to living and entertaining quarters is reflected in many of the moderate priced structures now being built.

ing built.
J. E. R. Carpenter, the architect, has designed an attractive building in the dignified Italian Renaissance style.

Advertising men can speak more boldly than they once could about the ethics of their calling. When a profession has put its ideals into a code, it has removed the mark of experiment from its name and taken its place among accepted institutions. Medicine and the law have built up their codes by years of strict adherence to the principles of their ablest exponents. Now comes advertising with its own particular code.

Even one not familiar with the intricate mechanism of modern publicity appreciates its enormous growth in recent years. He need not be engaged in business to realize its influence. Skilled writers introduce their talking phrases into the vocabulary of his household. Wherever he turns he encounters the subtle influence of the advertising

man. One morning he opens his paper to find his church is advertising its Sunday services.

If he seeks the reason for the growing dependence of readers of the printed page upon what appears in advertising type, he will learn that many publishers guarantee their readers against dishonest advertisers, that many states have enacted laws covering this matter, that first-class publications refuse objectionable and misleading copy, that advertising has its persona non grata class. He learns that these restrictions are self-imposed; that the movement for the elimination of dishonest advertising had its start within the advertising fraternity.

Advertising has gained dignity; men of affairs recognize its power and call it to their aid.

Appealing to the Great Majority



(Kwy-eta appeals to the great majority of home builders. It does away with the embarrassing rush of water—at the same time having the strongest flush of any closet.

(Kwy-eta is strongly made, to give years of service without the necessity of constant repairs. It is the ideal closet for modern residences.

(As all the "Pacific" line, Kwy-eta is absolutely guaranteed for an unlimited number of years, against any defects in workmanship or material.





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RICHMOND, CALIFORNIA



Pacific Coast Chapters, A. I. A.

- "The Architect" is the official organ of the San Francisco Chapter of the American Institute of Architects.
- San Francisco Chapter, 1881—President, William B. Faville, Balboa Building, San Francisco, Cal. Secretary, Sylvain Schnaittacher, 233 Post Street, San Francisco, Cal. Chairman of Committee on Public Information, William Mooser, Nevada Bank Building. Chairman of Committee on Competition, William B. Faville, Balboa Building, San Francisco. Date of Meetings, third Thursday of every month; Annual, October.
- Southern California Chapter, 1894—President, S. Tilden Norton, 604 Title Insurance Building, Los Angeles, Cal. Secretary, A. R. Walker, Hibernian Building, Los Angeles, Cal. Chairman of Committee on Information, W. C. Pennell, Wright & Callender Building, Los Angeles. Date of Meetings, second Tuesday; except July and August at Los Angeles.
- Oregon Chapter, 1911—President, William G. Holford, Chamber of Commerce Building, Portland, Ore. Secretary, Joseph Jacobberger, 801 Board of Trade Building, Portland, Ore. Chairman of Committee on Public Information, Joseph Jacobberger. Date of Meetings, Third Thursday of every month at Portland; Annual, October.
- Washington State Chapter, 1894—President, Arthur L. Loveless, 513 Coleman Building, Seattle, Wash. Secretary, D. R. Huntington, City Hall, Seattle, Wash. Chairman of Committee on Public Information, J. S. Cote, 520 Haight Building, Seattle.

- Date of Meetings, first Wednesday, except July, August and September at Seattle, except one in spring at Tacoma; Annual,
- Colorado Chapter, 1892—President, A. A. Gove, 519 Boston Building, Denver, Colorado. Secretary, Harry J. Manning, 214 Majestic Building, Denver, Colo. Chairman of Committee on Public Information, Arthur A. Fisher, 459 Railway Exchange Building, Denver, Colo. Date of Meetings, first Monday every month at Denver, Colo.; Annual, September.
- The American Institute of Architects, The Octagon, Washington, D. C. Officers for 1915: John Lawrence Mauran, St. Louis, Mo.; First Vice-President, C. Grant LaFarge, New York City, N. Y.; Second Vice-President, Milton B. Medary, Jr., Philadelphia, Pa.; Secretary, Burt L. Fenner, New York City, N. Y.; Treasurer, D. Everett Ward, 1 Madison Ave., New York, N. Y.
- Treasurer, D. Everett Ward, 1 Madison Ave., New York, N. Y. Board of Directors for One Year—Walter Cook, 3 West 29th Street, New York City; Octavius Morgan, 1136 I. N. Van Nuys Building, Los Angeles, Cal.; W. R. B. Wilcox, 400 Boston Block, Seattle, Wash. For Two Years—Charles A. Coolidge, 122 Ames Building, Boston, Mass.; Charles A. Favrot, 505 Perrin Building, New Orleans, La.; Elmer C. Jensen, 1401 New York Life Building, Chicago, Ill. For Three Years—Edwin H. Brown, 716 Fourth Avenue, Minneapolis, Minn.; Ben J. Lubschez, Reliance Building, Kansas City, Mo.; Horace Wells Sellers, 1301 Stephen Girard Building, Philadelphia, Pa.

Minutes of Southern California Chapter, A. I. A.

The ninety-second meeting of the Southern California Chapter of the American Institute of Architects was held at the Banquet Hall of the Bristol Cafe, Los Angeles, on Tuesday, January 11th, 1916.

The meeting was called to order at 8:15 p. m. by President S. Tilden Norton, the following members being present: J. E. Allison, J. J. Backus, F. P. Davis, P. A. Eisen, Lyman Farwell, Robert Farquhar, P. H. Frohman, Irving J. Gill, Henry M. Greene, John P. Krempel, A. C. Martin, S. B. Marston, O. W. Morgan, S. T. Norton, H. M. Patterson, T. F. Power, A. F. Rosenheim, A. R. Walker, H. F. Withey.

As guests of the Chapter were present: Mr. George C. Collins, Sales Engineer for the Spencer Turbine Cleaner Co., and Mr. John Hisserich, of the same organization; Mr. Harry Iles and Wm. Dellamore, of the "Builder and Contractor"; and W. E. Prine, of the "Southwest Contractor."

The minutes of the ninety-first meeting of members were read and approved.

For the Board of Directors, the Secretary reported the holding of one meeting, at which letter ballots were opened, and Mr. S. O. Clements and Mr. W. J. Dodd were declared unanimously elected to regular membership; that action on one letter of resignation had been deferred until the next meeting of the Board; that report was rendered by Mr. Farquhar, the Chapter's delegate to the Institute Convention on certain recommendations of the new Committee on Chapters, and the Board's action on such recommendations was referred to the next Chapter meeting for action.

For the A. I. A. Sub-Committee on Public Information, Mr. Frohman reported that their committee was carefully going over the work of other Chapters and determining upon a course to be pursued during the coming year.

For the Special Committee on Speculative Building Companies, Mr. Percy Eisen reported that the members of their committee had been in attendance on the meetings held looking toward the reorganization of the Builders' Exchange.

For the Committee on Architectural Exhibition, report was made as to the results so far attained by Miss Schmidt and urged the members to notify her as to the amount of wall space they could

Report was next rendered by Mr. Farquhar relative to the work of the Committee on Chapters. After a general discussion of the recommendations made by this Committee, headed by Mr. Frederick Perkins, it was moved by Mr. Krempel, and duly seconded, that this Chapter is opposed to the form of associate membership as outlined by the committee. Mr. Martin moved as an amendment to the motion that it was the sense of this meeting that the Southern California Chapter was opposed to the form of associate

membership as recommended, but that should it be deemed wise, or prove necessary to the committee to retain such form of membership, that the term of such membership be reduced to two years. This motion upon being seconded by Mr. Davis was unanimously carried.

Communications were read as follows:

From the Southwest Society, expressing gratification at the Chapter's retention of membership in the Southwest Society.

From the Southwest Museum, relative to the formation of a permanent exhibition of historical Hispanic sketches in the Museum. This communication was referred to the Committee on Education, with a further suggestion that the Entertainment Committee should secure Mr. Hector Alliot at some future meeting to speak before the Chapter.

From the California China Products Co., relative to distribution of catalogues. This communication was ordered filed

of catalogues. This communication was ordered filed.

From the Executive Committee of the Building Show, Cleveland, relative to competition program. This communication was ordered filed.

From Mr. Burt L. Fenner, Secretary of the American Institute of Architects, relative to a resolution adopted at the 1915 Convention, in effect that Chapters be requested for a period between the 1915 and 1916 Conventions to admit new Chapter members only on condition that applicants agree to accept all Institute standards, and that they agree to make application for Institute membership within three years from their entrance into Chapter, or failing so to do that they terminate their connection with the Chapter. This communication was referred to the Membership Committee.

A communication was referred to the Membership Committee.

A communication was next read by Mr. A. C. Martin from Mr. Burt L. Fenner, requesting the assistance of each Chapter in opposing Congress bill No. 743, which bill authorizes the construction of a building for the Department of Justice in Washington, such protest to be registered in view of the fact that this legislation is a breach of good faith, in that Congress proposes to repudiate an obligation already incurred in good faith by a former president and his Cabinet. Upon motion made, duly seconded and carried, the Secretary was instructed to address our State Senators and Congressmen of local districts in regard to the same.

Following the above order of business, Mr. George C. Collins addressed the Chapter on the History of Vacuum Cleaning, illustrated with stereopticon views. A standing vote of thanks was accorded Mr. Collins for his most interesting and instructive paper.

The meeting adjourned at 11:30 p. m.

FERNAND PARMENTIER, Secretary.

By A. R. WALKER, Secretary pro tem

